

POSITION VACANT

Senior Fundraising Officer

Invasive species are the leading cause of animal extinction and a major driver of environmental damage. We are looking for a talented fundraising specialist with 5 years plus experience in an NGO to join a team that will make a big difference for the future of native wildlife in Australia. This role will help to increase capacity of a dynamic national environmental organisation tackling one of the greatest threats to biodiversity – invasive species.

Position:	Senior Fundraising Officer
Reports to:	Head of Fundraising
Basis:	Full-time 38 hours (5 days) per week
Location:	Remote home or shared office. Applicants close to Canberra/Sydney/Melbourne/Brisbane/Katoomba are encouraged to apply. All locations considered.
Duration:	Permanent role.
Salary range:	\$85,000 - \$92,000 plus 10.5% super, depending on skills and experience. Salary packaging is available.

Job Description

This is an exciting opportunity for a passionate environmentalist who knows they can apply their awesome fundraising skills to save nature from a mega threat – invasive species.

The Invasive Species Council is on a ten-year journey of growth. To support this growth, ISC is looking for an experienced, talented fundraiser with 5 years under their belt who is ready to step up and take on more responsibility.

You will be an all-rounder having had successful experience in achieving growth targets in a range of fundraising programs (a minimum of 3 programs). Of these programs you would have managed at least two program areas, with one being digital appeals and engagement

You will be mentored by three of Australia's best environment fundraisers (should you want it!). You will be involved in a philanthropy specialist training program should you also need it, as will your team to build a major gift powerhouse within the Council.

The Senior Fundraising Officer will deliver the Invasive Species Council's fundraising programs including cash donors, appeals, regular giving that are delivered via direct mail, digital and telemarketing channels. This role also includes writing fundraising materials, writing funder and program reports, tracking results and analysing program success and preparing operational planning documents.

Key Functions

- Delivering the fundraising programs.
- In training to become one of Australia's leading philanthropy specialists
- Planning for and analysing and reporting on the performance of the fundraising programs
- Writing fundraising and marketing communications.

Responsibilities

- Develop annual operational plans for all fundraising programs and assist the Head of Fundraising with fundraising strategy.
- Coordinate and manage the non-face-to-face regular giving acquisition program via telemarketing and digital channels
- Manage the integrated direct mail and online appeals program
- Coordinate and manage fundraising donation pages and the online engagement cycle (a.k.a daisy chain) for new supporters.
- Generate content for online appeals, donation pages, engagement cycles.
- Support on digital lead generation and advise on supporter journeys
- Analyse the performance of fundraising programs, conduct reviews and write annual performance reports to support annual plans.
- Prepare data selection briefs for extraction of data for all fundraising programs.
- Organising meetings and events for the major gifts program when needed.
- Manage supporter relations activities and materials, such as regular giving welcome packs, thank yous, donor care and tax receipt letters and emails.
- Delegate to and supervise volunteers associated with the fundraising program where required.
- Under the guidance of the Head of Fundraising or Director of Marketing and Development, write fundraising materials including online appeals and donation pages, thank you letters, fundraising related web content and supporter relation correspondence.
- Proactively contribute to the organisation's culture – dynamic, bold, collaborative and respectful and fun – within the team and the whole organisation.
- Attend staff meetings and training.
- Practice and promote appropriate self-care and collaboration at an individual, team and organisation-wide level.
- Celebrate the Invasive Species Council's contribution to the environment and all Australians.

Performance Measures

- Successful delivery of all fundraising programs identified in the fundraising strategy.
- KPIs met for individual fundraising activities.
- Timely and accurate delivery of programs and tasks.

Selection Criteria

Essential

- A minimum of five years fundraising experience in an NGO, with a marketing or equivalent degree, and some years fundraising for environmental causes.
- Experience coordinating multiple direct mail fundraising appeals and telemarketing recruitment programs and demonstrated ability to improve program performance and associated revenue.
- Demonstrated ability to set up emails in a system like Mailchimp, Campaign Monitor, Nation Builder or equivalent and ability to use basic multi-variate testing for tracking and optimization purposes.
- Excellent communications and writing skills.
- Demonstrated ability to analyse and report on fundraising programs to confirm or identify alternative approaches to improve program performance including accurate record keeping and an eye for detail.

- Demonstrated ability to develop operational plans, telemarketing briefs and mailing instructions.
- Experience in setting income targets and managing a budget to meet them.
- Self-motivated, energetic, focused, team player willing to learn, solve problems and expand their fundraising knowledge.
- Excellent time management, task management and organisational skills.
- Intermediate skills at Microsoft Word (i.e. mail merge) and Excel programs (i.e. calculations, formulas and basic manipulation of the datasheet).
- Previous work in the non-profit sector and enthusiasm for protecting our environment.

Desirable

- Experience in grant making, major donor and bequest programs.
- Excellent interpersonal skills including experience of supporter and donor engagement.
- An eye for design and experience with using Illustrator and Photoshop.

Location: Preferred in the vicinity of Sydney or the NSW Blue Mountains, with other locations are to be considered. The Invasive Species Council supports decentralised working arrangements.

Applications

Applicants must provide **two pieces of previous work** as listed below along with their application. Please provide an **explanation** of the results of each of these to demonstrate your knowledge of fundraising and how it translates to fundraising success.

The examples of previous work should be:

1. an integrated tax appeal pack, including multiple (minimum of 3) digital variations
2. EITHER a RG welcome pack OR a retention journey

Please also send a **resume** and a **cover letter including a statement explaining how you meet each of the selection criteria**. Applications should be submitted to the administration officer, email: recruitment@invasives.org.au. Applicants that don't include the required items will not be considered.

Applications close: We wish to fill this role as soon as possible. This job listing will remain open until a candidate is appointed.

Contact Andrew Cox, CEO on 0438 588 040 for any further information.

About the Invasive Species Council

The Invasive Species Council is a non-government, donor-funded organisation that seeks to build a stronger, more collaborative biosecurity system that reduces the threat of invasive species to nature in Australia.

Invasive species have been the major cause of Australian animal extinctions since colonisation, and their threat is escalating as more invaders arrive, spread and interact with other threats. More effective prevention, eradication and control of invasive species is essential for the survival and recovery of thousands of threatened and declining species.

Formed in 2002, the Invasive Species Council is Australia's only environmental organisation dedicated to strategically tackling this issue and has made numerous interventions that have reduced the environmental impacts from invasive species.

Our organisation has an impressive track record of achieving change. Over recent years we have:

- Won major commitments from the incoming NSW government including 100 new pest and weed officers for National Parks in 2023.
- Won increased investment from the federal government to tackle Yellow Crazy Ants and Gamba grass at the federal election in 2022.
- Protected the Tasmanian Wilderness World Heritage Area from feral deer by securing a commitment in the Tasmanian government's deer strategy to keep this area deer free.
- Protected Queensland's Wet Tropics World Heritage Area from Yellow crazy ants which are now in retreat with an eradication program in place for the tropical far north in Cairns.
- In 2021, protected Kosciuszko National Park from a growing plague of feral horses by winning a new NSW plan to actively manage feral horses from 14,000 to 3000 by 2026.
- In 2020 secured \$18M over 4 years in Victorian government investment for on-ground feral deer control as part of the new deer management strategy.
- Played a major role in the establishment of the national office of environmental biosecurity.
- In 2017 secured \$411 million over ten years to eradicate red fire ants from south east Queensland.
- Played a leadership role in promoting 2021-2030 as the Decade of Biosecurity.

Our 2022-2030 Strategic Plan and other background information can be found on our website: invasives.org.au.

Last updated: 21 August 2023.